# iSignager Digital Signage Turnkey Solution

- Digital signage architectures that scale from a single site to world-wide deployments across hundreds of sites.
- Operation with multiple screens and ultra-high-resolution QNAP video wall systems
- Reliable embedded systems for 24-by-7 operation
- Content delivery through local networks and the Internet
- Integrated management dashboard that displays players and connection status and alerts for system fans, storage, temperature, and other parameters.

# Digital Signage – an Integration of Advanced Display Technologies

## Digital Signage Introduction

### Target, Engage, Inform, Influence with QNAP Digital Signage

In today's fast paced business environment it's more difficult than ever to get your organization's message across. With customers and potential customers bombarded by print ads, brochures, Web sites, emails, blogs, and social networks, how do you grab their attention?

Many organizations have discovered the value of digital signage placed strategically in retail, hotel, healthcare, airport, education, restaurant, and other environments for pushing through the noise and engaging their audience. With digital signage you can engage customers - existing and potential - at the right place with the right information at the right time.

### How?

**Targeting** You can place digital signage messages directly in front of the customer at the time and place he or she is ready to take action, such as making a purchase or catching a flight. You can target your digital signage messages to time of day, place, and customer need, alerting customers to promotions in a retail environment, for example as they wait in line to pay at the register.

**Impact** With digital signage strategically placed, for example where people wait in line, you can engage your audience more easily than in environments where people are busy with multiple other tasks. Digital signage entertains and helps to make waiting time go faster, adding to customer satisfaction.

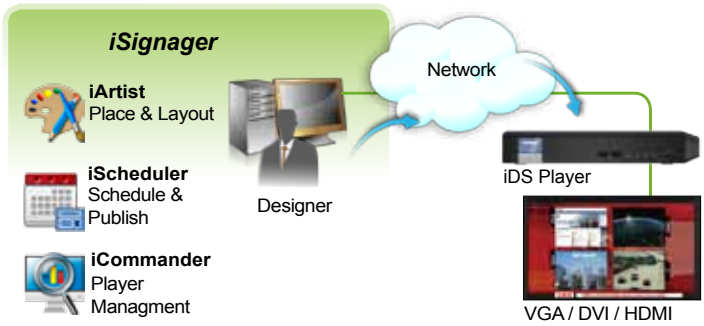
**Time to Market** Compared to printed and Web content, digital signage content is faster to create and more affordable. As you gather more information about your customers and their responses to your digital signage messaging you can quickly and easily tweak, transform and create new messaging that has even more impact better than before.

**Reach** Studies show that more people actually come into contact with digital signage than with the Internet, or Facebook. Even those who know nothing about digital media or the Internet can be reached with digital signage.

**Influence** Studies also show that people actually take action in response to digital signage. Almost one in five respondents said they made an unplanned purchase after seeing an item featured on a digital signage screen.
Aside from motivating purchases, digital signage is also very effective for providing critical information in travel, healthcare, and other environments and training in environments such as factory floors and health care facilities.

**Style** Digital signage gives your business a contemporary, cutting edge image among consumers, particularly using eye catching technology such as video walls, which combine several digital signage displays to form a single giant display.

## Digital Signage Typical Scenario Diagram




## Why QNAP

### Why QNAP: Turnkey Solutions, Ease of Use

QNAP makes deploying digital signage easy, with powerful easy-to-use solutions for just about any chosen digital signage environment.

Features of QNAP digital signage include

### Turnkey Solutions

QNAP digital signage solutions come with a choice of digital signage players to suit any budget and environment as well as tightly integrated iSignager content editing, scheduling, management, and publishing software so you can create and publish content and schedule display content across times and places with relative ease.

**iSignager** software includes:

### iArtist:

Easy-to-use content management software for content layout and placement

### iScheduler:

Hourly, daily, weekly, and monthly scheduling with templates and weekly time-slot view

### iCommander:

Easy administration of remote players

### Powerful

With QNAP digital signage you get a choice of full and ultra HD rich media content playback systems with a range of capabilities from high-end to entry level.

You also get:

- Digital signage architectures that scale from a single site to world-wide deployments across hundreds of sites.
- Operation with multiple screens and ultra-high-resolution QNAP video wall systems
- Reliable embedded systems for 24-by-7 operation
- Content delivery through local networks and the Internet
- Integrated management dashboard that displays players and connections as well as monitoring status and alerts for system fans, storage, temperature, and other parameters.

### Easy to deploy turnkey video wall solution

Don't struggle with traditional legacy content and media to try to get your message across. Harness powerful, turnkey QNAP digital signage to target, engage, inform, and influence your audience with the right message at the right time and place.

# Vertical Application

## Hotel

For hotels and other hospitality venues, QNAP digital signage turnkey solution provides a easy way to present directions, activity schedules, advertising for hotel amenities, and meeting room schedules.
By watching the digital signage screen in hotel lobby, guests can always find a way to enjoy their stay.

### Descriptions

**►*Requirements***

- Easy management
- Scalable
- Wireless installations
- Integration with backend database and real-time messages

**►*QNAP' solution***

- iSignager software for remote management
- Support 802.11n WiFi options
- RSS for real-time messages from internet

## Transportation

As the costs to operate municipal transit systems continue to rise, transit authorities look to their advertising partners to bring in new, interesting and innovative ways to increase revenue. Digital out-of-home (DOOH) advertising, which has become more widespread and more accepted as an advertising medium, is extremely attractive for both the advertising sales representative and the transit authority.

### Descriptions

**►*Requirements***

- Central management
- Integration with backend database and real-time messages
- Internet and wireless network interconnections
- Location awareness

**►*QNAP' solution***

- iSignager software for remote management
- Support 802.11n WiFi options
- Support GPS integration

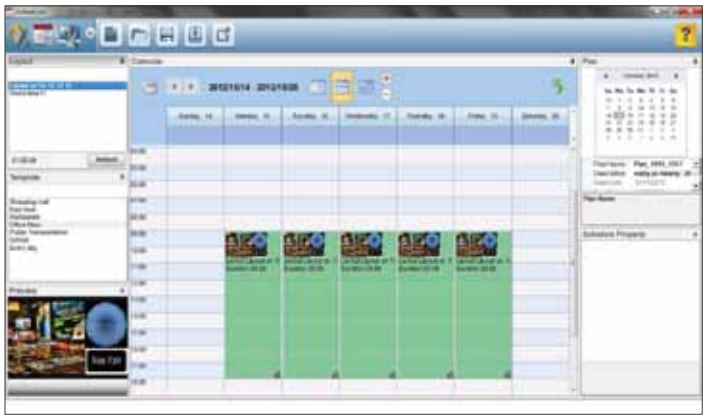
# Software Features

## iArtist

iArtist is a powerful and flexible layout design tool. It enables users to design a multi-zone layout and define file playback sequences, timing, and transition effects. In addition, users can use the intuitive drag-and-drop operation to create their own templates or layouts. The timeline view lets users define playlists intuitively.

## iScheduler

iScheduler is a full range scheduling tool for the layout playback. It supports hourly, daily, weekly, and monthly based scheduling. Several scheduling templates are provided for users' quick choices.
Users can easily do scheduling by putting their desired layouts into time slots. Drag and drop to determine the playback length in the calendar view slots. The precise time definition of the playback looping is also available by right clicking the slot for the detailed property settings.



## iCommander

iCommander is an administration software for remote monitoring , which is capable for managing 25 units (max.) of players at the same time.
iCommander presents the monitoring status by a dynamically refreshing dashboard. It delivers essential information for routine checks.
Further detailed information required for maintenance or troubleshooting is also provided by the iCommander.

**Dashboard:**
Building a digital signage network is usually the easy part. However, running a system successfully day after day requires constant vigilance. All of those screens and signage players need a watchful eye just in case something goes wrong. The dashboard panel feature gives you the proactive tools that enable you to monitor a digital signage network conveniently on your computer.

**Player status:**
ayer status provides real-time information, such as registration, IP, MAC address, current layout, and last heartbeat.

**Player monitor:**
A summary of a player's real-time information and configuration.

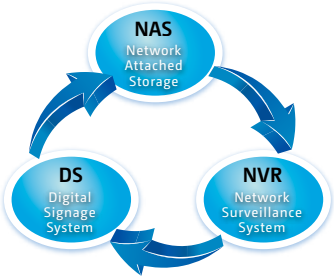
**Command task:**
Arrange the player management command sets, such as scheduling on/off and removing media files

**Log viewer:**
Provide the detailed player logs, including the system logs and playback related information.

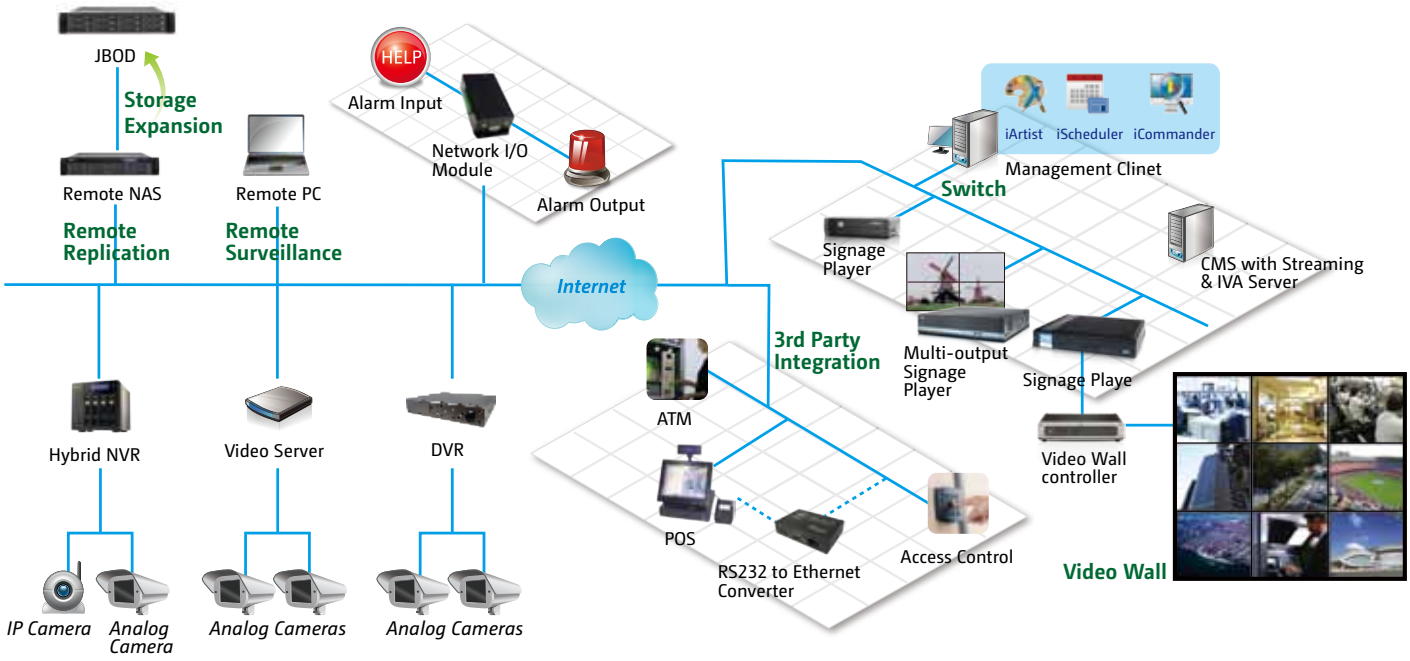
**Publish status:**
List with the transfer progress and expiration time ofplan publishing.

# Core Technology

QNAP Systems, Inc., as its brand promise "Quality Network Appliance Provider", aims to deliver comprehensive offerings of cutting edge network attached storage (NAS), network video recorder (NVR) and digital signage (DS) solutions featured with ease-of-use, robust operation and trustworthy reliability. QNAP integrates technologies and designs to bring forth quality products that effectively improve business efficiency.



# QNAP Product Ecosystem




# System Specifications

### ►Content Display

- **Dynamic layout**
  Controlled by pre-defined schedule
- **High resolution display**
  Support Full-HD to Ultra-HD output with adjustable monitor orientation (0, 90, 180, 270) (*1)
- **Multiple displays**
  Connected monitors can be configured as clon e, independent and extended large canvas depends on the layout design, monitor configuration and resolution can be changed dynamically. (*2)
- **Video wall integration**
  Highly integrated with QNAP Video Wall product lines. Video wall configuration can be controlled by iSignager players.
- **RSS feed from interne:** Instant RSS can be delivered to the connected target displays within seconds.

### ►Design – iArtist

- **Multiple zone layout**
  - **Video:** Support MPEG-1/2/4, WMV9, VC-1 video formats
  - **Audio:** Support MPEG-1, MP3, WMA, WAV
  - **Image:** Support BMP, JPEG, PNG
  - **Text:** Support message from text string, text file and RSS with adjustable scrolling speed
  - **HTML:** Support local and remote HTML files
  - **Flash:** Support Action Script 3.0
  - **Clock**
    - **» Digital:** Display real-time clock with date
    - **» Analog:** Display legacy clock with various clock templates
    - **» Multiple clocks:** Multiple clocks can be defined with different time zones
- **Layout templates**
  - System pre-loaded templates make it easy and quick to start the design
  - User definable templates make the team work more efficient
- **Playlist scheduling**
  Media files in the playlist can be configured by loop counts and durations, scheduling can be done by the elegant drag and drop time-line control interface
- **Preview:** Layout can be previewed at design time

### ►Scheduling – iScheduler

- **Calendar view**
  Schedule layouts in the calendar view as time of day and day of week
- **Schedule templates**
  System pre-defined usage scenarios for different vertical applications, as easy as drag and drop the schedule template to the target calendar
- **Direct publish**
  Scheduled plan can be published directly to specific iDS-Player under small scale deployments

### ►Management – iCommander

- **Dashboard**
  - Player status summary on connections, playback status, monitor status
  - Alerts on storage capacity, over temperature and system fan failure
  - Player and player group listing
- **Player management**
  - **Local network scan:** Players can be easily located in the intranet for content publishing and management
  - **Player grouping:** Players can be grouped for content publishing and player management
  - **Time synchronization:** Player can synchronize system time with NTP server
- **Publish status**
  List with iSignager players' plan transfer status

(*1, *2): Available on iS-1600, iS-1620, iS-1650 and iS-1900

# Product Comparison

| | | iS-1500 | iS-1600 | iS-1620 / iS-1650 | iS-1900 |
|---|---|---|---|---|---|
| **Supported iSignager Software** | | | | | |
| **Standalone Software** | | iSignager (iArtist, iScheduler, iCommander) Support, Windows Vista, Windows 7 32-bit and 64-bit version | iSignager (iArtist, iScheduler, iCommander) Support , Windows Vista, Windows 7 32-bit and 64-bit version | iSignager (iArtist, iScheduler, iCommander) Support , Windows Vista, Windows 7 32-bit and 64-bit version | iSignager (iArtist, iScheduler, iCommander) Support , Windows Vista, Windows 7 32-bit and 64-bit version |
| **Central Management** | | iSignager | iSignager | iSignager | iSignager |
| **Content Source** | **Local Storage** | 2.5" SSD (Optional)<br>SD card | mSATA<br>2.5" SSD (Optional)<br>SD card (Optional) | mSATA<br>SD card (Optional ) | mSATA<br>2.5" SSD (Optional)<br>SD card (Optional) |
| | **Local Storage (update only)** | USB 2.0 flash drive, support FAT32, NTFS and Ext3/4 | USB 2.0 flash drive, support FAT32 and NTFS | USB 2.0 flash drive, support FAT32 and NTFS | USB 2.0 flash drive, support FAT32 and NTFS |
| | **Remote Storage** | iCMS, HTTP/HTTPS, FTP, Secure FTP, WebDAV | iCMS, HTTP/HTTPS, FTP, Secure FTP, WebDAV | iCMS, HTTP/HTTPS, FTP, Secure FTP, WebDAV | iCMS, HTTP/HTTPS, FTP, Secure FTP, WebDAV |
| **Layout Design** | **Portrait Mode** | N/A | Yes | Yes | Yes |
| | **Video Wall Support** | iVW controllers compliant | iVW controllers compliant | iVW controllers compliant | iVW controllers compliant |
| **Content Scheduling** | **Playlist** | Time period, daily, weekly | Time period, daily, weekly | Time period, daily, weekly | Time period, daily, weekly |
| **Supported Multimedia Objects** | **Video** | Files: MPEG1, MPEG2, MPEG4, WMV9, FLV, H.264, VC-1, MJPEG | Files: MPEG1, MPEG2, MPEG4, WMV, FLV, H.264, VC-1, MJPEG<br>External input: RTSP streaming | Files: MPEG1, MPEG2, MPEG4, WMV, FLV, H.264, VC-1, MJPEG<br>External input: RTSP streaming | "Files: MPEG1, MPEG2, MPEG4, WMV, FLV, H.264, VC-1, MJPEG<br>External input: RTSP streaming" |
| | **Image** | BMP, JPG, JPEG, JPE, PNG (support transparency mask over video) | BMP, JPG, JPEG, JPE, PNG (support transparency mask over video) | BMP, JPG, JPEG, JPE, PNG (support transparency mask over video) | "BMP, JPG, JPEG, JPE, PNG (support transparency mask over video)" |
| | **Audio** | MP3, AC3, AAC, WMA, WAV | MP3, AC3, AAC, WMA, WAV | MP3, AC3, AAC, WMA, WAV | MP3, AC3, AAC, WMA, WAV |
| | **Flash** | Flash 9 | Flash 10 | Flash 10 | Flash 10 |
| | **HTML** | N/A | HTML files, MHT files, URL, RSS | HTML files, MHT files, URL, RSS | HTML files, MHT files, URL, RSS |
| | **Banner** | Text (Static/RSS) with adjustable scrolling speed and direction | Text (Static/RSS) with adjustable scrolling speed and direction | Text (Static/RSS) with adjustable scrolling speed and direction | Text (static / RSS) with adjustable scrolling speed and direction |
| | **Clock** | Support multiple clock with digital and analog format | Support multiple clock with digital and analog format | Support multiple clock with digital and analog format | Support multiple clock with digital and analog format |
| | **RSS Subscriber** | Yes (HTML and banner zone) | Yes (HTML and banner zone) | Yes (HTML and banner zone) | Yes (HTML and banner zone) |
| **Power Management** | **Player Control** | Schedule power ON/OFF<br>Power state recovery | Schedule power ON/OFF<br>Power state recovery | Schedule power ON/OFF<br>Power state recovery | "Schedule power ON/OFF<br>Power state recovery" |
| | **Intel® AMT** | N/A | N/A | N/A | Remote power on/off , KVM |

| **HARDWARE SPECIFICATION** | | | | |
|---|---|---|---|---|
| **CPU** | Sigma Designs SoC processor | Intel® 2nd generation processor | Intel® 2nd generation processor / Intel® 3rd generation processor | Intel® 3rd generation processor |
| **Graphics** | Sigma Designs SoC processor | Intel® HD Graphics | Intel® HD Graphics | Intel® HD Graphics |
| **Video Output** | 1 x HDMI 1.3a | 1 x DisplayPort<br>1 x DVI | 1 x JAE connector (OPS compliance)<br>1 x DisplayPort (external) | 2 x DisplayPort<br>1 x DVI |
| **Maximum Output Resolution** | 1920 x 1080<br>Video up to 1920 x 1080 (1080p) | DVI: 1920 x 1200<br>DisplayPort: 2560 x 1600 | DVI: 1920 x 1200<br>DisplayPort: 2560 x 1600 | DVI: 1920 x 1200<br>DisplayPort: 2560 x 1600 |
| **Audio Output** | 1 x RCA L/R<br>1 x S/PDIF | 1 x 3.5mm line-out | 1 x 3.5mm line-out | 1 x 3.5mm line-out |
| **Storage** | 1 x SDHC card<br>1 x 2.5" SSD bay<br>1 x eSATA | 1 x mSATA<br>1 x SDHC card slot<br>1 x 2.5" SSD bay | 1 x mSATA<br>1 x SDHC card slot | 1 x mSATA<br>1 x SDHC card slot<br>1 x 2.5" SSD bay |
| **LAN** | 1 x Realtek GbE controller | 1 x Intel® GbE controller | 1 x Intel® GbE controller | 1 x Intel® GbE controller |
| **WLAN** | (Optional) USB dongle, 802.11b/g/n, WEP/WPA/WPA2 | (Optional) 802.11b/g/n, WEP/WPA/WPA2 | (Optional) 802.11b/g/n, WEP/WPA/WPA2 | (optional) 802.11b/g/n, WEP/WPA/WPA2 |
| **Remote Control** | (Optional) 1 x 2.5mm phone jack for external IR remote receiver | N/A | N/A | N/A |
| **USB** | 2 x USB 2.0 | 4 x USB 2.0 (2 front, 2 rear) | 2 x USB 2.0 | 4 x USB 2.0 (2 front, 2 rear) |
| **Serial** | 1 x RS-232 | 1 x RS-232 | 1 x RJ45-to-Serial | 1 x RS-232 |
| **Watchdog** | Internal hardware watchdog for error recovery | Internal hardware watchdog for error recovery | Internal hardware watchdog for error recovery | Internal hardware watchdog for error recovery |
| **Buttons** | Power button, reset to factory default button | Power button, reset to factory default button | Power button, reset to factory default button | Power button, reset to factory default button |
| **Power** | External power adaptor, 12VDC | External power adaptor, 12VDC | 12V ~19VDC | External power adaptor, 12VDC |
| **Demension (D x W x H mm)** | 188 x 134 x 46 | 267 x 160 x 45 | 200 x 148 x 30 | 267 x 160 x 45 |
| **Mounting** | VESA 75 | Wall mount | N/A | Wall mount |
| **Operating Temperature** | 0ºC to 45ºC with air flow | 0ºC to 45ºC with air flow | 0ºC to 45ºC with air flow | 0ºC to 45ºC with air flow |
| **Certification** | CE. FCC | CE. FCC | CE. FCC | CE. FCC |

* Available at Q1 2013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